The Impact of Social Media on Consumer Buying Behaviour: With Reference to Delhi NCR

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1. Introduction

In recent years, social media has revolutionized the way consumers interact with brands and make purchasing decisions. With the advent of platforms such as Facebook, Instagram, Twitter, and YouTube, consumers now have access to vast amounts of information and peer reviews at their fingertips. This shift has significantly impacted consumer buying behavior, particularly in metropolitan regions like Delhi NCR (National Capital Region). The densely populated and diverse demographics of Delhi NCR present a unique landscape for studying the influence of social media on consumer behavior.

Impact of Social Media on Consumer Buying Behavior

1. **Increased Access to Information**: Social media platforms provide consumers with instant access to product information, reviews, and recommendations. Consumers in Delhi NCR, like elsewhere, rely on this information to make informed purchasing decisions. This has led to a more transparent and competitive market where brands must maintain a positive online presence.
2. **Peer Influence and Reviews**: The opinions and experiences shared by peers on social media have a significant impact on consumer decisions. In Delhi NCR, a region known for its vibrant social life, recommendations from friends, family, and influencers can sway consumer preferences and purchase decisions.
3. **Brand Engagement and Loyalty**: social media allows brands to engage directly with consumers, fostering a sense of community and loyalty. In Delhi NCR, brands that effectively use social media to interact with their audience can build stronger relationships and retain customers.
4. **Targeted Advertising**: Social media platforms offer sophisticated targeting options, allowing brands to reach specific demographics and geographic locations. This is particularly relevant in a diverse and populous area like Delhi NCR, where brands can tailor their marketing strategies to different segments of the population.
5. **Consumer Empowerment**: Social media has empowered consumers by giving them a platform to voice their opinions and hold brands accountable. In Delhi NCR, where consumer activism is on the rise, social media plays a crucial role in shaping brand reputations and influencing buying behavior.

Case Studies and Examples

- **Influencer Marketing**: The rise of local influencers in Delhi NCR has demonstrated the power of social media in shaping consumer preferences. Influencers with large followings can introduce new products to the market and drive sales through their endorsements.
- **Campaigns and Promotions**: Brands like Zomato and Swiggy have leveraged social media to run successful campaigns targeting the Delhi NCR audience. These campaigns often include discounts, contests, and interactive content that engage consumers and encourage purchases.
- **User-Generated Content**: Companies like Amazon and Flipkart encourage customers to share their purchase experiences on social media. This user-generated content serves as authentic reviews and can significantly impact the buying decisions of other consumers in Delhi NCR.

2. Review of Literature:

Arora (2018) according to statistics, the Internet user base in India will reach a whopping number of over 500 million by A2018 - making India the second largest population of Internet users in the world, which presents a myriad of opportunities and threats to businesses in India (Chandel, Sethi, & Mishra, 2017). The rise of online media has been significant in yielding consumers with expeditious, useful, reliable, and convenient information on products and services. The success of such media has laid paths for different types of businesses such as tourism, automobile, and consumer electronics - wherein the role of traditional media has taken a back foot, rather customer reviews and feedbacks, that is, user generated content (UGC) plays a crucial role in deciding about the final purchase (Venkataraman & Raman, 2016). The use of Internet technologies and web - based applications are increasing at a rapid speed. The use of social media has accelerated in the recent times, which has transformed the way consumers and firms are getting associated with each other (Yadav, 2017). There is a distinctive trait associated about the marketing strategy related to social media platforms, where once companies were the main communicators for their products and brands to a passive audience, but now, consumers are very active as they themselves are communicating the information through electronic word of mouth (EWOM) (Shimpi, 2018). Social media has brought a revolutionary change in our lives. It has reformed the way we communicate with each other, share personal photos, videos, viewing and reviewing the different topics of daily life, politics, sports, markets, and much more through the Internet with the use of

devices like computers, tablets, and cell phones, etc. The impact of social media has penetrated deeper into different generations, altogether changing their lifestyles. It has been one of the most booming technological innovations that has a wide range of benefits. Due to the growing interest and curiosity in the minds of the consumer for using social media, companies are motivated to use social media as one of their greater advertising strategies, from attracting the consumer to converting him/her into a loyal customer. It has been observed from recent trends that the usage of social media has increased significantly. As of October 2011, a standout amongst the most understood web-based social networking sites was Facebook (Facebook, 2011). This site stood out with 800 million dynamic clients, and around half of the dynamic clients sign on to the site each day (Facebook, 2011).

Kumar (2023) Digital marketing is the technique of advertising products and services using the internet, mobile phones, and other digital platforms. Advertising supplied via digital channels such as search engines, websites, email, social media, and mobile applications is referred to as digital advertising. Digital marketing is the way through which businesses promote their goods, services, and brands using various online media platforms. As of August 2020, 8 Google marketing analytics discovered that 48% of customers begin their enquiries on search engines, 33% go to brand websites, and 26% search within mobile applications. Consumer behavior is the process of decision making of people wanting to buy the product and services. It is the study of customer, how they decide to buy products that satisfy their needs, basically it is study of actions of consumers that drive them to buy the products and services. With the increase in the engagement in social media there has been shift in consumer activities, interaction and habits.

Singh (2022) Brand Awareness by the advertisement and their impact on consumer purchasing intention is very high. Advertisement or role of media impacting consumer awareness and help to enhanced sales of durable goods in Northern India. The market of Delhi and NCR has huge potential in the durable industries and advertisements play an essential role to enhance awareness among the buyers. This research examines the dimensions of ads and their effect on durable goods buyers. The sample size of the present research is 408 consumers is taken from Delhi and NCR using the Judgmental/ Purposive sampling method. The data have been analyzed through the SPSS tool (Statistical Package of Social Science) calculated to measure the influence of advertisement on the behavior of buyer.

Sharma (2019) social media has become an advantage for the people of India. They have great web office, get to and moderateness to present day devices (advanced cells, workstations, tablets) which makes it exceptionally helpful to join a free record on any of the accessible long range informal communication destinations and get associated with the world. Individuals could discover their beloved companions and old associates. Trade of photos, considerations and assessment, results in mental prosperity of people therefore not giving them a chance to feel confined from the general public and they can indicate case their accomplishments and characterize status. This additionally gives them mental fulfilment and diminishes the pressure and tension in every day schedule. This paper attempted to explore the influence of social media promotional activities on brand engagement, trust, perceived value and Perceived Risk of online apparel shopping behaviour in Delhi/NCR region. A structured online survey was conducted for this purpose. Sample of 400 consumers were involved in the survey. The sample unit of the study included different occupation, age, income and educational background. SPSS 22.0 were used to analyse the collected data. The findings showed that social media promotional activities have significant influence on brand engagement; trust perceived value and Perceived Risk and it affect the online apparel shopping behaviour of consumers in Delhi/NCR region.

Srivastava (2019) social media has become imperative part of life; almost half of the world uses social media in their daily lives. Role of social media also increased due to pandemic. Presently social media is used as one of the marketing tool to promote their products and services. The main objective of the study is to analyse how the purchase intention of consumers is affecting using social media towards apparel products and to understand the role of social media influencer on consumer purchase making decision. The research conducted will be descriptive and exploratory in nature. The data will be collected using a structured questionnaire, and the sampling method would be stratified sampling with the sample size of 350 respondents. Different methods of analysis will be used for different objectives like factor analysis and multiple regressions. The study's findings will assist businesses, individuals, advertisers, and academics in determining which social media platforms might be used to advertise items and in developing appropriate marketing strategies. Organizations can also examine consumer buying habits. Additionally, it will aid academics in their comprehension of consumer.

Disha (2023) the majority of Indian online shoppers are young individuals. The goals of this study are to identify the characteristics of adolescent internet users' consumer decision-making processes and to develop a profile of their online buying preferences. The research goals were achieved using a quantitative research strategy. 100 people who are members of Generation Z and Millennial buy products through e-commerce in Delhi NCR and replied to questionnaires distributed via social media, which served as the major source of data for the study. Consumer Style Inventory (CSI) was the foundation for the survey questions. Through factor analysis, seven features of young customers' online buying habits were discovered. The results of this study show that young customers choose high-quality products, look for amusement when buying, and are impulsive. They also have a hedonic online purchasing style. Consumers in their 20s and 30s are crazy about novelty and branded goods. They are loyal to specific brands and shops even if they usually struggle to choose online stores and products. This study bridges the knowledge gap by offering a more thorough understanding of online buying preferences, with implications for taking purchasing preferences into account when marketing products and creating the user experience and shopping experience of a website that sells goods online.

Gangai (2018) social media have become a hot topic today, and there is barely anybody who hasn't joined or used a social media platform for one purpose or another. Nowadays, due to the advancement of technology, social media are considered a right way to get the right information at the right time with the customers. Social media give high control to customers as it enables the buyers to gather much more information, watch the views, and compare different products by sitting at home. The aim of present research is to study on social media which attracting and engaging customers in online-shopping behaviour. Therefore, it helps to create new possibilities of doing online business and communicating with customers. The objectives of this research are to: (1) examine the role of social media and their effects on the buying behaviours of customers, (2) know the effect of age on online shopping of customers, and (3) identify the online-shopping strategies for attracting and engaging customers. The study was made from randomly collected 155 samples. These were further divided on the basis of three age groups; 20-34, 35-49, and 50- 65. Similarly, we have collected online data from 14 retailers in our sample to know the strategies to attract and engage customers. Data were collected from Delhi and NCR region. The result has

shown that social media attract and engage customers as a medium of communication for interaction and share ideas with their family and friends and making business contacts, etc. On the basis of age group, it has shown that age groups of 20-34 and 35-49 were doing more online shopping in comparison to age groups of 50-65. The age group of 50-65 is not the prominent shoppers; also, they were not fond of using social media platforms.

Agarwal (2018) an impulse buying is an unplanned purchase of a good or a service, where the decision to purchase is made just before actual buying. Retailers and manufacturers, across the globe, spend huge sums of money on advertisements and in-store promotions to give a big push to sales through impulse buying. India has witnessed a major change in the retail environment as big retail stores have replaced individual or local vendors. The authors examine the impulse buying behaviour of urban consumers in Delhi/NCR. The authors conducted an exploratory study to gain an insight into the urban consumers' impulse buying behaviour. Gender, age, and income and other demographic factors were studied to relate these factors to impulse buying behaviour. Various psychographic factors like personality traits, visual merchandising, etc. were also studied to see how these factors affect impulse buying behaviour. In addition, the influence of culture on impulse buying behaviour was also examined. Both qualitative and quantitative research methods were used to reach a conclusion. A survey using structured questionnaire was conducted to test various hypotheses.

Prakash (2021) Nowadays, social media has become an integral part of the individuals' life. It has also been researched that social media has influenced the buying choices of the customers. During the past few years, these social media's rise provided the marketing professionals with the chance to reach their customers faster. The companies' online campaign and promotion through social media are benefited persuasive features from various multimedia channels. Marketing mix has become an important aspect of the phenomenon of social media. Previous studies have indicated that social media enabled 25% of the consumers to post on their social media to provide information to others related to their purchase. Another study by Postil & Pink stated that social media had played an important role in making customers purchase decisions. The consumers use social media to gather full information; 49% of the people can make decisions for certain products, and 60% of consumers prefer to share information about the products with others online. This study

is primarily directed to identify the significant factors that explain social media's role in shaping respondents' shopping behaviour and their perceived significance level. This is an empirical investigation, and a sample of 200 online shoppers form NCR (Gurugram, Delhi, and Noida) was taken. The study identified four factors named Source of updates, Influencer, Convenience, Experience sharing. All the identified social media roles like the source of updates, influencer, experience sharing, and convenience significantly influence consumer buying behaviour. Based on the mean value of the roles, social media's influencer role was the most contributing factor in shaping the buying behavior, followed by convenience and source of updates. The experience sharing role was the least significant factor. This study may help online retailers and website developers use the social media platform to combat the competition effectively.

Gupta (2021) the current study investigates how consumers are reacting to the COVID-19 pandemic. The study aims to explain consumers' stockpiling and impulse buying behavior during the current crisis.

Jenna (2021) today's consumers are highly influenced and attracted towards e-marketing rather than the traditional purchase. Social media marketing helps companies to sell the product in the digital platform and the customer can able to identify the different variety of products at a single click. In a single platform, the marketer can attract mass customers. The customers are able to buy or search the products at their own convenience. Due to Globalization, Privatization and Liberalization of the world economies along with the rapid development and expansion of business and consumer centric information technologies has changed the entire marketing scenario during the COVID-19 pandemic. The restrictions imposed on the trade and commerce due to COVID-19 pandemic and the lockdowns in different parts of the world has completely changed the world market and as a result a new mode of buying and selling have emerged in different parts of the world. Consumers' intention, their buying behavior and their levels of satisfaction has undergone a huge change in various cities of the world during the COVID-19 pandemic. This study was conducted in the Chennai metropolitan city of India. It is an empirical study and sample selected for this research were 320, based on the convenient sampling method. The variables of the study were tested using Chi square and cross tabulation analysis. The primary data collected was computed and analysed using IBM SPSS v25 and conclusions are drawn accordingly.

3. Objectives of the Study:

1. To identify the influence of social media on consumers' level of awareness and decision-making.
2. To determine the factors affecting consumer buying behaviour.
3. To analyse the impact of various social media platforms on the purchasing patterns of consumers in Delhi NCR.

4. Hypothesis of the Study

Hypothesis 1

H_0: There is no significant influence of social media on consumers' level of awareness and decision-making.

H_1: There is a significant influence of social media on consumers' level of awareness and decision-making.

Hypothesis 2

H_0: There are no significant factors affecting consumer buying behavior.

H_2: There are significant factors affecting consumer buying behavior.

Hypothesis 3

H_0: There is no significant impact of social media on the purchasing patterns of consumers in Delhi NCR.

H_3: There is a significant impact of social media on the purchasing patterns of consumers in Delhi NCR.

5. Methodology

5.1. Research Design

This study will use a descriptive research and empirical research design. It aims to describe the relationship between social media and consumer behaviour without manipulating any variables. This is appropriate as the objective is to understand and observe consumer responses and patterns in real-world settings.

5.2. Sampling design

- **Target population:**

  The target population for this study includes consumers residing in the Delhi NCR region. The study focuses on both urban and semi-urban consumers, ensuring diversity in age, income, and education.

- **Sampling technique:**

  A stratified random sampling method will be employed to ensure that different segments (age, gender, income level, and education) are adequately represented.

  A sample size of 400 respondents will be chosen to ensure the data is statistically significant.

- **Inclusion criteria:**

  Consumers who use social media platform regularly.

  Individuals who had made purchases or influenced their purchasing decision through social media.

5.3. Data collection method

Data is a systematic record of a quantity, represented as a set of values. It can be collected through observations, measurement, research, or analysis. Depending on the source, it can classify as primary data or secondary data.

5.3.1. Primary Data

To gather primary data, a combination of online survey, structured questioner.

- **Sample Survey Questionnaire Outline**
  - **Demographic Information:** Age, Gender, Income, Education Level
  - **Social Media Usage:** Frequency of use, preferred platforms, time spent on social media
    - **Buying Behaviour:** Types of products purchased online, frequency of online purchases, influence of social media on purchasing decisions
    - **Impact of Social Media:** Role of social media in product discovery, comparison, decision-making Influence of social media advertising, reviews, and influencers

- **Attitudes and Perceptions:** Trust in social media information, perceived reliability of social media ads, and overall impact on buying behaviour.

5.3.2. Secondary Data:

- **Literature Review:** Academic journals, industry reports, previous research studies.
- **Social Media Analytics:** Data from social media platforms (e.g., Facebook Insights, Instagram Analytics).

5.4. Variables to be measured

A variable is a characteristic, number, or quantity that can be measured and can take different value. Variables can be classified into two types, including:

5.4.1. Independent Variable:

- Social media platforms (Facebook, Instagram, Twitter, etc.)
- Type of content on social media (influencer marketing, user reviews, ads, posts).
- Frequency of social media usage.

5.4.2. Dependent variable:

- Consumer buying behaviour (impulse buying, decision making process, product research).
- Factor influencing purchase decision (trust in reviews, perceived value, etc.,).

5.5. Data analysis techniques

The data collected through the survey and interviews will be analysed using both quantitative and qualitative methods:

- **Descriptive statistics:** To summarize the data (mean, median, and mode) and understand basic patterns in social media usage and consumer behaviour.
- **Correlation Analysis:** To assess the relationship between social media engagement and consumer buying behaviour.
- **Inferential Statistics:** Regression analysis, ANOVA, Chi-square tests to test hypotheses and understand relationships.

- **Regression Analysis:** To determine the strength and nature of the influence of social media on purchasing decision.

6. Limitations of the Study

a. Possible biases in self-reported data.

b. Limited generalizability due to the regional focus on Delhi NCR. Rapidly changing social media landscape.

c. The study may be limited to a specific time period or region.

d. The data may be collected from a limited group of people who are easily accessible.

e. The research objectives may be limited to focus on specific aspects of the topic.

f. In questionnaire respondents may be limited by time and willingness to participate.

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